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City of São Paulo Reaches 3,543,000

Presidents Again Write

President Kubitschek Sends Congratulations on Action To President Eisenhower

After President Eisenhower announced the establishment of a National Advisory Committee on Inter-American Affairs, President Kubitschek sent to him the following message [as translated from the Portuguese text of the Embassy Bulletin]:

Hails Herter Appointment

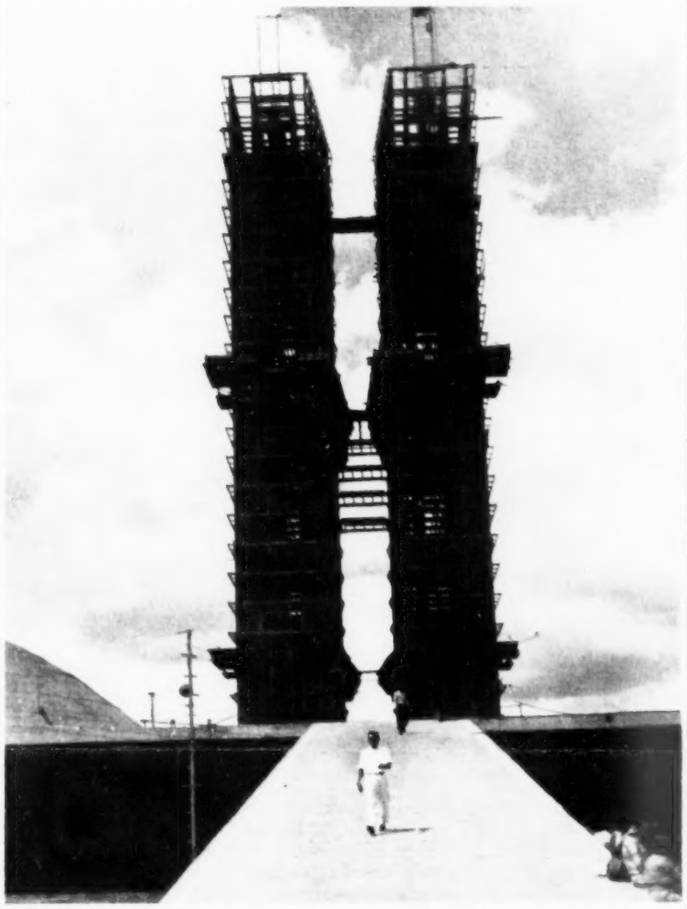
"I wish to congratulate you, Mr. President, on the establishment of a National Advisory Committee on Inter-American Affairs, which has the opportune aim of examining current and future problems arising in the relations between the United States and Latin America. The fact that Your Excellency has named your Secretary of State as chairman and has selected other distinguished persons to complete the Committee is evidence of your purpose to carry out a wise and constructive policy as regards peace and better understanding in our hemisphere.

Operation Pan American

"Following our exchange of letters in 1958 and in line with pronouncements of Latin American statesmen, there was launched a movement of continental solidarity which was given the name Operation Pan American. The concept was unanimously approved by the Twenty-one Republics, and there have already been three Inter-American conferences in which concrete though still insufficient measures have been agreed to. Operation Pan Ameri-

(*See Page* 7)

Buildings for Congress in Brasília



Brasília will be officially opened on April 21 of this year. Construction is proceeding on an around-the-clock basis. The photo above shows the framework of congressional structures being rushed for completion by the opening date.

Twenty-three Man Brazil Delegation Completes Trade Mission to Russia

Ambass. Edmundo Barbosa da Silva Heads Diplomats Negotiating Exchange

A twenty-three man delegation brought to Moscow by the first Brazilian airliner ever to land there reached a commercial agreement with Russia during the early part of December. The Brazilian Embassy in Washington published the following account in its *Boletim*, presented here in translation:

(*See Page* 2)

Its Suburbs Also Growing

Demography Experts Believe São Paulo Will Now Spurt Well Ahead of Rio

The Department of Statistics of the State of São Paulo has made a new estimate of the population of the city of São Paulo. The largest city of Brazil now has 3,543,000 inhabitants within the city limits.

Million More Since '55

For so many years "the fastest growing city of Brazil," São Paulo, in 1955 had a population of 2,500,000. Its rate of growth is now decisive over that of Rio de Janeiro, until quite recently the largest city of the Nation. Rio's population at the present time is about 3,000,000 people.

Demographic experts also point out that the possibilities of increased growth also favor the Paulista capital. The area from São Paulo to Santos, which serves as the port of the capital, is likewise increasing its population.

Splendid Highway

To the north and west the same may be said of Jundiaí, Campinas and Piracicaba, all thriving industrial towns quite close to São Paulo and near enough for a quick run along the splendid Federal Highway, Br-33, the Via Anhanguera. The dairy farms just outside São Paulo in this area are in some instances being divided into city lots and the cattle shipped to the far western State of Mato Grosso.

On the other hand, the city of Rio de Janeiro will probably experience an actual decline in population in 1960 and 1961 as Federal civil servants leave for jobs in Brasília.

Shipping Official Sees Trade Potential as 'Tremendous'

Austerity Period Is Now Evident

Treasury Delegation Figures Indicate Brazil's Imports In Substantial Decline

Those who have been following the data representing Brazilian imports from the United States supplied as available to the *Brazilian Bulletin* by the Brazilian Treasury Delegation in New York have, of course, noticed a substantial decline in the figures within the last year.

Confirmed by Observation

An expert on foreign business confirms this as a result of his personal observations. He is George L. Holt, executive vice president of Moore-McCormack Lines, who has just returned from an extended visit to company offices in Brazil and Argentina. He said that both countries were going through an "austerity" period and that, consequently, trading between them and the United States was at a relatively low state.

The potential for trade is "tremendous," however, and in a few years these countries will have enough dollars to buy heavily in this country, he added. Moore-McCormack ships on the route to Rio de Janeiro and Buenos Aires are carrying light southbound cargoes as a result of "belt tightening" in the Latin countries, Mr. Holt said. His company operates from both the east and west coasts of the United States.

Brasilia to Aid Trade

He predicted that the establishment of Brazil's new capital, Brasilia, now being constructed in the uplands 900 miles from Rio de Janeiro, would give the country a "tremendous lift" and open up the inner area of the nation to extensive development.

Moore-McCormack also operate the two luxury liners, the S. S. Brazil and the S.S. Argentina, which make regular calls at the Brazilian ports of Bahia, Rio de Janeiro and São Paulo. This year their carnival cruises to Rio leave New York on February 5 and 19.

BRAZILIAN IMPORTS FROM THE UNITED STATES—OCTOBER, 1959

Source: Brazilian Treasury Delegation in New York. Compiled from consular invoices legalized during October in the various Brazilian consulates in the United States.

City	Value of Merchandise (US)	Freight and Other Expenses (US)	Total
Baltimore	354,882	54,724	409,606
Boston	25,568	4,628	30,196
Charleston	——	——	——
Chester	——	——	——
Chicago	8,758	1,202	9,960
Houston	4,026,831	569,650	4,596,481
Los Angeles	164,663	39,692	204,355
Miami	1,083,944	33,130	1,117,074
New Orleans	2,015,572	296,396	2,311,968
New York	12,810,746	819,956	13,630,720
Norfolk	605,343	209,332	814,675
Philadelphia	173,398	20,646	194,044
San Francisco	129,123	25,783	154,906
Seattle	13,996	5,891	19,887
	21,412,824	2,081,030	23,493,854

NOTE: Data are subject to final audit by the Economic and Financial Statistical Service of the Ministry of Finance.

BRAZILIAN IMPORTS FROM THE UNITED STATES—NOVEMBER, 1959

Source: Brazilian Treasury Delegation in New York. Compiled from consular invoices legalized during November in the various Brazilian consulates in the United States.

City	Value of Merchandise (US)	Freight and Other Expenses (US)	Total
Baltimore	657,170	86,135	743,305
Boston	6,834	1,651	8,485
Charleston	——	——	——
Chester	42,800	1,284	44,084
Chicago	38,644	25,713	64,357
Houston	6,694,324	1,371,122	8,065,446
Los Angeles	117,190	30,054	147,244
Miami	884,193	37,731	921,924
New Orleans	3,316,067	578,964	3,895,031
New York	17,500,395	1,431,805	18,932,200
Norfolk	307,845	131,735	439,580
Philadelphia	319,730	38,281	358,011
San Francisco	315,815	48,734	364,549
Seattle	108,016	15,360	123,376
	30,309,023	3,798,569	34,107,592

NOTE: Data are subject to final audit by the Economic and Financial Statistical Service of the Ministry of Finance.

Dr. Clodomir Leite, Chief of Bureaus, Has Returned to His Desk in Brazil

The Director General of Labor Ministry Did a Broadcast Over Station W-R-U-L

Dr. Clodomir Leite, the Director-General of Brazil's National Department of Industry and Commerce, who was on an official visit to the United States by invitation of the United States Department of Commerce, has now returned home and has once more assumed his official duties in the Commerce Ministry.

Thanks Those Who Aided

The chief of all Brazilian trade bureaus has written to thank

(*See Page* 3)

Brazil and Russia In Trade Accord

The 2 Nations Have Agreed On a Three-Year Exchange of Coffee for Petroleum

(*From Page* 1)

Two-Week Session

The negotiations of the Brazilian trade mission to Russia took place over a period of two weeks.

The Brazil-Soviet accord centers around the furnishing by Brazil to Russia in 1960 of a shipment of 350,000 bags of coffee, to be followed by two other shipments, respectively of 400,000 and 640,000 bags of coffee in 1961 and 1962. Russia will provide Brazil with a first shipment of approximately 400,000 tons of oil, immediately followed by two annual shipments larger than the first.

Other Commodities

In addition to coffee and oil, the products to be exchanged over a three-year period will be, on the part of Brazil: cocoa and vegetable fibers; and on the part of the Soviet Union; wheat and industrial equipment. Dollar value of the Soviet-Brazilian exchanges foreseen in the terms of the accord is as follows: for 1960, US$25,000,000; for 1961, US$37,000,000; and for 1962, US$50,000,000. The grand total is US$112,000,000.

"We came to discuss business and we had no other mission," Ambassador Edmundo Barbosa da Silva declared in replying to questions if an eventual reestablishment of diplomatic relations between Rio de Janeiro and Moscow had been tackled in the course of the negotiations.

Explains Obligations

The chief of the Brazilian delegation declared that his conference with Mr. Anastas Mikoyan, which had lasted for three hours, permitted the participants to engage in a wide exchange of points of view on economic and commercial questions concerning the two countries. Ambassador Barbosa

(*See Page* 3)

VARIG Introduces Jet-Age Aviation in Brazil

REAL-Aerovias Flies West Coast

The Two New 'First' Flights Indicate Brazil's Aviation Is Still in Expansion

With the introduction of its brand new Caravelle jet transports on January 4, VARIG Airlines will bring jet transportation to Brazil. Incidentally, it also marks the luxury-transporter's introduction of six weekly flights from the United States to Brazil and from Brazil northward.

Touching Nassau

VARIG also is now making an additional stop with its Caravelles in Nassau, the Bahamas, without providing service between this island and Brazil and the United States. The Caravelles will make the run from New York to Rio de Janeiro in fifteen hours, of which thirteen hours will be flight time.

The Caravelles are serving as an interim carrier, pending the delivery of Boeing jets 707 during the middle of the coming year. The planes have widely spaced seats for forty-two persons, and ten seats in the lounge at the rear.

Another First

In another first, REAL-Aerovias, popular carrier and believed to be Brazil's largest airline company, has inaugurated its service from Brazil to the United States West Coast. Its Super-H Constellations are now flying to Los Angeles.

With first and tourist class passenger service, REAL is now flying via Mexico City, Bogota, Manaus, Rio de Janeiro and São Paulo. The planes leave Los Angeles on Saturdays at four p.m.

FILM ABOUT BRAZIL ONE OF YEAR'S TEN BEST

The recently opened film about Brazil, "Black Orpheus," with dialogue in Portuguese, has been selected as one of the ten best films of 1959 by both the New York Times and the New York Herald Tribune. It is currently being shown at the Plaza Theatre.

Brazilian Mate Promotion

Members of New York's busy financial community have been stopping at L. J. Callanan & Co., 201 - 3 Fulton Street, not only to inspect this attractive window but also to buy more and more Brazilian maté. For the past three years the firm has been featuring conveniently packaged Jordan Maté, in seven-ounce containers or in boxes of 48 tea bags each. The shop does a thriving mail-order business with customers all over the U. S. (Display courtesy Brazilian government Trade Bureau).

Dr. Clodomir Leite

(*From Page 2*)

those who made his visit to the United States such a pleasant experience. He has also left behind him many new friends. His stay in the United States also provided the opportunity to renew old acquaintanceships.

Shortly before he left, Dr. Clodomir Leite participated in a special broadcast originating in New York City and beamed to Brazil by the international radio station W-R-U-L. The interview was conducted by Sr. José Roberto, a name quite familiar to Brazilian radio and TV audiences. W-R-U-L has a daily service direct to Brazil which includes news, business reports, special interviews and music. The program has a large and constant listening public.

(*See Page 7*)

A Trade Accord: Coffee for Oil

Brazil and Russia Opening Commercial Interchange After Visit of Mission

(*From Page 2*)

da Silva emphasized the spirit of understanding with which the Soviet Vice-Prime Minister had received his remarks concerning the Soviet Union and the obligations which his country already has toward other countries.

According to His Excellency, Mr. Mikoyan accepted the principle that the Brazilians considered the Soviet Union as an additional market capable of contributing to the growth possibilities of Brazilian economic development. "The demand of that market," he added, "is so much the more natural since Brazil already maintains business relations with several countries of eastern Europe."

Contents to Be Revealed

As regards the execution of the accord, of which he was reluctant to reveal the contents before the signing, Ambassador Barbosa da Silva declared that the deliveries of oil and its byproducts from the Soviet Union to Brazil, which had been a large part of the object of the negotiations of the last two weeks and, parallelly, those of Brazilian coffee to the Soviet Union would have ultimately to be discussed with regard to details between representatives of the Soviets and of Petrobrás.

Finally, the chief of the Brazilian delegation stated that sale to third parties of quantities of the coffee placed by Brazil in Russia will be forbidden, according to the agreement as envisioned by the Brazilian authorities.

Relations Go Back to 1789

According to information made available by the Brazilian Government Trade Bureau in New York, commercial relations between Brazil and Russia date back to 1789.

Brazil's Economy in 1959: Preparation for Brasília

Chronicle of Year Reflecting This

Country and the World Wait For April 21 Inauguration By President Kubitschek

Traditionally the end of December is the time for stock taking, and once again these pages of the *Brazilian Bulletin* are devoted to a survey of what has happened in the Brazilian economy in the last twelve months. This year, however, there is a feeling, as one approaches 1960, that the new year is of much more interest and significance than the year which has just ended.

Year of Brasília

The reason, of course, is that 1960 is the year of Brasília. On April 21 the new capital will be inaugurated in the presence of some of the most distinguished persons of our time, who will come to the inland plateau to mark the official opening by President Kubitschek of the new capital, from which so much is expected.

Since so many North Americans inquire about the reasons which have prompted Brazil to construct a new capital eight hundred miles west and north of Rio de Janeiro on the upland plateau, a few words are being written here by way of explanation.

Interior Colossal

It has been estimated that over eighty per cent of all Brazilians live within one hundred miles of the shore line, so that for all practical purposes up to this time it appears as if the Brazilians are a maritime nation. This may very well be so, but it leaves out of consideration the colossal interior of the country with its area of more than six million square kilometers which is not only sparsely populated, but in many sections has not felt the foot of man.

The main purpose of Brasília is to civilize the hinterland. The city by virtue of its function in the national government will attract large numbers of people and they in turn will attract others and in this way a huge interior civilization will be built up, which, in time, will be continuous from one end of the land to the other.

Important News Event

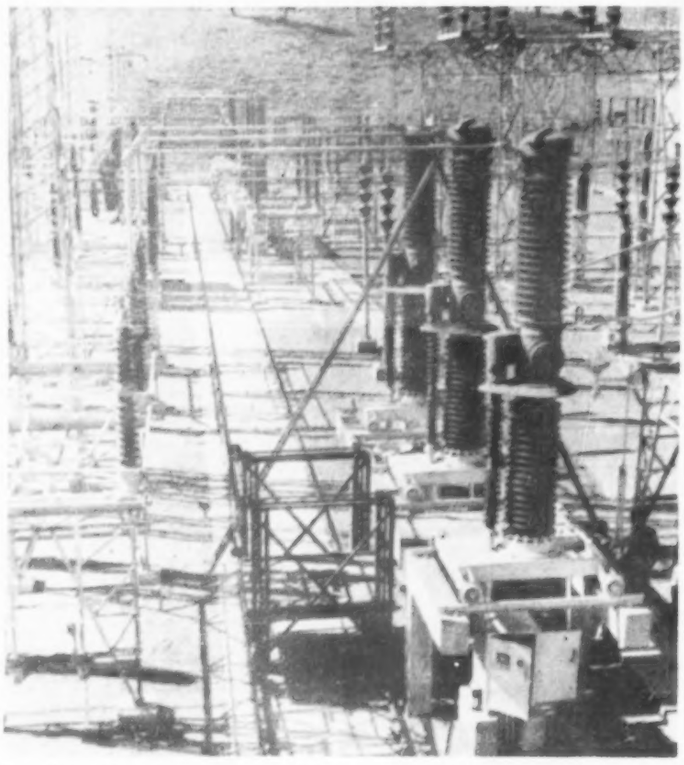
Meanwhile, the country and the world wait for the day in April which will mark the official inauguration. Those of us who cannot be there will learn of the event through words and pictures and will feel as close to the scene as though we ourselves had stood on the rich red dust which is Brasília.

This is not the place to consider the building of the new capital, but it can be said that the country's economy has contributed toward its building in the form of a permanent investment. Once open, Brasília will pay a handsome return to the Nation, part of it even in foreign exchange. Here at the Brazilian Government Trade Bureau in New York, there are many inquiries by tourists eager to see with their own eyes this great miracle of the mid-twentieth century. Soon Brasília will be crowded with visitors.

Evidences of Growth

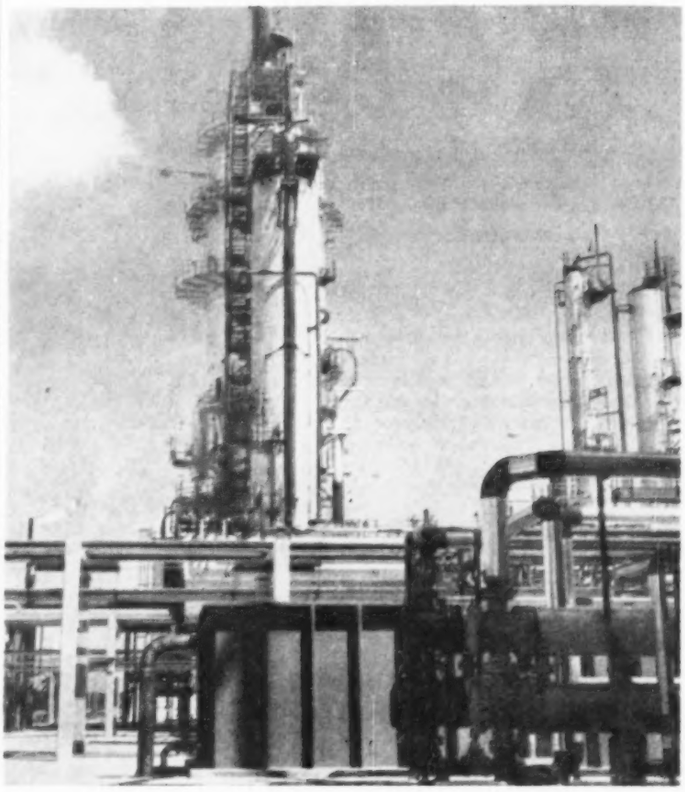
During the year 1959 Brazil continued on its march of progress. Evidences of growth, especially in heavy industry, the automobile industry particularly, are

Long Line Electrical Transmission



Brazil continues to develop its hydroelectrical facilities. One of the large projects is that managed by the Companhia Elétrica de Minas Gerais, CEMIG, as it is popularly known. Above are shown the substation of Nova Lima and the cables which bring in and carry out the energy which is so much needed in the industrialization of the Nation. All signs point to an increase in available energy in 1959.

Expansion of Bahia Oil Plant



During the latter half of 1959 a new unit of the Landulfo Alves Refinery in Mataripe, State of Bahia, was put into operation. It has a capacity of 22,000 barrels of crude daily. A nearby water treatment plant, installed at the same time, processes 40,000,000 liters of water a day. The Bahia oil fields are now the most productive in Brazil. The refinery shown above, after expansion plans are completed, will treat 42,000 barrels of crude daily and have billings of Cr$10,000,000,000 annually.

available on every side. Preliminary reports point, however, to Brazilian participation in the leveling off in world economic activity, but this, it is assumed, will affect merely the rate of growth without causing a reversal in the upward movement.

As everyone knows, the international coffee market, on which Brazil is so dependent for the bulk of her foreign exchange, was weaker in 1959 than the year before. As a result, the precious foreign exchange on which Brazil depends so heavily for her imports was not available in the needed quantity so that belt tightening was much in evidence.

Some Coffee Bright Spots

A bright spot, nevertheless, was to be seen in the high coffee exports by Brazil during the middle portion of the year just passed. In August, for example, over two million bags were shipped with sales revenue exceeding US$100,000,000. The high rate of exports tapered down toward the close of the year.

It may be mentioned here that this year's coffee crop is one of the largest in recent years, its volume being estimated at approximately 29,000,000 bags in comparison with 26,700,000 in the previous one. Brazil is aiming at new markets including those of Russia and Japan, traditionally tea drinking areas.

International Agreement

On the international scene, seventeen of the world's major coffee-producing nations, of which Brazil is the largest, reached agreement on an export control pact in September. The understanding represented an advance toward a world wide coffee price stabilization accord aimed at holding prices firm by balancing supplies with demand. Under this export quota system Brazil has been allocated 17,431,000 bags of 132 pounds each.

Cocoa cultivation, it is forecast, will present production levels slightly above those of last year's crop. This will be good news to many of Brazil's customers who love cocoa as a beverage or as chocolate. Cocoa grinders are expected to be able to make more of the bean available for market.

Other crops that will probably show increases in exports because of greater availability are cotton, sisal and sugar. Agricultural products of wide domestic consumption such as rice, corn, potatoes and manioc, for instance, probably showed better results in 1959. Bean production, because of conditions in São Paulo, was much lower. Data on wheat are not yet available.

Poultry Now Popular

In spite of mid-year difficulties in cattle marketing, it is believed that the over all picture for livestock in 1959 has shown an improvement. Poultry raising is now not only popular in Brazil, but has even become an important industry. Many restaurants serving poultry almost exclusively are springing up in various parts of Brazil and are well patronized. This may be taken as another indication of the changing food habits of the country.

It is in the area of industrialization that important progress must be looked for. In 1958 the gross national product of Brazil was estimated to be Cr$1,300,000,000,000. According to the economists of the Brazilian Institute of Economics the rate of growth of the national gross product for the first half of 1959 has been between four and one half and five per cent.

These same economists foresaw improving conditions during the second half of the year in the financial sector. Food, beverages, textiles and tobacco are said to have increased the pace of their activities over 1958.

In the iron and steel industry, so necessary to the industrializing economy, there have been several significant developments. If production schedules have been maintained, the Brazilian steel mills have turned out 1,700,000 tons of steel this year, up about 400,000 tons over 1958.

Ore Extraction Increased

The ore industry also stepped up its activities. Icominas has been developing its Itabirito Peak deposits near Belo Horizonte in view of an agreement with the Central do Brasil railway covering additional rolling stock to facilitate the movement of its ores. The Companhia Vale do Rio Doce was also busy in the United States and elsewhere stepping up the sale of its Minas Gerais ores.

Worthy of note too is the new steel forging operation, a joint investment of the American Brake Shoe Company of New York, the Steel Improvement and Forge Company of Cleveland, Ohio, and the Companhia Mechanica e Importadora of São Paulo. Named Sifco do Brasil, the new steel forging plant is expected to have billings of US$10,000,000 annually, chiefly serving the growing automobile industry.

Automobile Industry

The automobile industry is truly the Brazilian miracle of 1959. As recently as 1956 there was hardly anything which could be called genuine automobile manufacturing in the country. In the year just ended Brazil manufactured, according to the most preliminary end-of-year estimates, about 100,000 automobiles.

These are over ninety-five per cent national by weight, a goal which should have been reached only in the second half of 1960 and the achievement of which demonstrates the adaptability of this industry in Brazil. Generators, speedometers, carburetors, radiators, chassis frames, brake drums, cylinder blocks, batteries and tires are already being manufactured in Brazil.

Ballbearings Soon

Soon clutches, steering boxes and steering rods will be added to the many components already

Machining Area in New Transmission Plant

The first plant in all Latin America for the manufacture of automobile transmissions was opened in 1959 at Valinhos, a city forty-five miles northwest of São Paulo. Costing US$4,500,000, the new installation was erected by the Clark Equipment Company and covers an area of 150,000 square feet. With facilities to forge and heat treat raw steel, the plant is turning out transmissions, differentials, gears and other components for Brazil's new automobile industry. Plant capacity is given as 3,000 transmissions monthly.

being produced. When, late in 1960, ballbearings and passenger car bodies with large panels will be nationally produced, almost the entire vehicle will be "made in Brazil." But this kind of manufacture is not limited to the automobile industry alone. Ballbearings are of universal use wherever metallic movable parts cause friction.

The know-how of the automobile industry will overflow into other industries not necessarily connected with transportation. This is of inestimable value to Brazil.

Sulphuric Acid Plant

Thus, an industry which expanded in 1959 was that of acid manufacture. Plans were announced for the installation of more sulphuric acid production. One plant will be built in the charming city of Ouro Preto, in the State of Minas Gerais. Its backers say that they wish the plant to be near the large steel mills in the interior of the country, once again emphasizing that the best stimulus for accelerated industrialization is industry itself.

In the non-ferrous metals, aluminum received attention during the year. This light weight mineral is abundant in Brazil and will become more popular as cheaper electric power makes its processing economical. Manufacturing of extruded aluminum increased in Brazil in the year just passed.

Other know-how is now being made available to both domestic and foreign producers operating in Brazil. The Companhia Siderúrgica Nacional, Brazil's famous Volta Redonda, the largest steel manufacturer in the Nation, now has a fully developed technical assistance department. In 1959 it signed several contracts with smaller firms to help them with construction and production problems.

Concentration of Plants

A glance at a map showing the concentration of automobile plants allows some interesting observations. Quite a number of the automobile companies are located either in metropolitan São Paulo or on or near the highway which runs from São Paulo to Santos. Some others are located along the Rio de Janeiro-São Paulo route.

It is obvious, then, that the automobile industry locates not only in areas of high population concentration, but also along those roads over which automobiles operate most efficiently.

Consumer Goods Fills Stores

Consumer goods items have been abundant in the retail shops of Brazil for some years. As the above photograph shows, the merchandise is of Brazilian national manufacture and carries brand names of local or of international firms. Visitors to Brazil from abroad are now familiar with North American style displays and sales methods in Rio de Janeiro, São Paulo and the other large metropolises of southern Brazil. The products seen here are especially interesting in that they are displayed on a selling floor in northeast Brazil.

Highway Improvement

The relationship of the automobile industry to highways, irrespective of cause and effect, will turn out to be a very happy one. In fact, the year 1959 saw the opening of some very important new roads in Brazil. First and foremost must be mentioned the new Belém - Brasília highway, which opened the new capital to traffic to and from the Amazon port of Belém, capital of the State of Pará. Since Belém receives vessels of ocean-going draft, it is now possible to ship to Brasília most of the way by water.

The natural difficulties involved in constructing this highway cannot be overlooked. A good part of it had to be hacked through heavy jungle growth or to be built up in sunken savannas. In addition, supplies had to come from great distances. No wonder there was national rejoicing when the road was opened. President Kubitschek alluded to it as "the backbone of Brazil."

New Southern Highways

Other roads have been opened too, even if their construction has been less spectacular. These have mainly been in the southerly part of the country, some paralleling already existent but inadequate roadways.

Roads suggest travel and Brazil is one of the grandest countries for tourism. The biggest tourist attraction of the new year, according to world travel experts, will be Brasília. There will be ample accommodations but it is wise to make plans well ahead of arrival date and to see that reservations are made for hotel space.

Tourism Suggestion

But there is much else to see. Visitors to Rio de Janeiro are encouraged to take the new highway with its magnificent scenic views and to travel to Teresópolis and thence to Petrópolis. These are well established resort cities, attracting summer vacationists from Rio. The President's summer palace, for instance, is in Petrópolis.

Then there is São Paulo. All businessmen who are contemplating establishing connections in Brazil should visit São Paulo and Minas Gerais for first-hand information on the growing industrialization of the Nation. No report, no eye-witness account, is as satisfactory as a businessman's own scouting trip to convince him of the wisdom of building and growing with Brazil.

The Far South and the Far West of Brazil should also be visited by those who are looking for sheer scenic grandeur and economic opportunity. The States of Paraná, Santa Catarina and Rio Grande do Sul are growing very rapidly.

For a couple of years now Paraná's economic growth has been the fastest in the Nation and has impressed visiting foreigners with its possibilities.

Forthcoming Elections

Before concluding, a word should be said about the forthcoming Brazilian presidential elections. Brazil is a democracy with strong traditions of liberty and independence. The political awareness of the people is manifested in the interest shown in the elections. The president of the Nation is elected for a five-year term and cannot succeed himself in office.

President Kubitschek's term will expire on January 31, 1961. On October 3 of the current year Brazilians will go to the polls in the largest number ever to select the next chief executive of the Nation. The forces supporting President Kubitschek will present a candidate to the people and the opposition another.

Since there are several political parties in the Nation and usually two candidates, much political activity, as for example is evident at the present time, goes on in the process of aligning forces. The president of the Republic, who is regarded naturally as the symbol of a united nation, becomes a magistrate, presiding impartially over the elections to see that they take place in a climate of order and liberty. This is a situation which Brazilians have to point out to their friends abroad.

Francisco Medaglia,
Director, Brazilian Government Trade Bureau in New York

Correspondence Is Exchanged

President Kubitschek Writes To President Eisenhower On Advisory Committee

(*From Page* 1)

can possesses a noble common objective yet one which is profoundly realistic.

Cites First Step Needed

"Its first practical step will consist of a joint report of the needs and of the economic problems of Latin America with the purpose of drawing up effective measures for combatting the underdevelopment which oppresses so many regions of the New World.

I am certain, Mr. President, that a detailed investigation of the proposals presented within the framework of Operation Pan American by all the participating states will be of the greatest value for the work of the committee which Your Excellency has so opportunely just created. The problem of development and the preservation of democratic freedoms are indissolubly bound together.

"In the hope of complete hemispheric understanding I implore God for Your Excellency's personal happiness and for the prosperity and security of the good and noble North American people."

Rio de Janeiro
November 18, 1959
/S/ Juscelino Kubitschek

President Eisenhower's reply to President Kubitschek:

Dear Mr. President:

I much appreciate your message of November eighteenth and share your hope that the National Advisory Committee for Inter-American Affairs will contribute positively to peace and understanding in this hemisphere, and to the economic betterment envisaged by Operation Pan America. The assessment of problems and needs which now is being undertaken by the Organization of American States at the request of eleven American nations will provide, I am confident, the cornerstone on which Operation Pan America can build to achieve its objectives.

May I take this opportunity to thank you for your personal greetings. I wish for you and the people of Brazil the very best of health and success.

Sincerely,
Dwight D. Eisenhower

The texts of the messages exchanged between the Foreign Minister of Brazil and the Secretary of State of the United States:

Excellency:

Please accept my congratulations on your appointment as Chairman of the National Advisory Committee for Inter-American Affairs recently created by your distinguished President. The speech delivered by President Kubitschek just a few days ago —and which I understand is being the object of close attention on the part of the State Department—evidences the timeliness of this initiative.

We should all join in a common effort to ensure that the problems of our American Continent receive a special consideration and be the object of a real cooperation not only in the material field but above all on the moral and political plane. Although issues of grave consequence demand that the attention of the United States be focused constantly on other areas of the world, we would like to see the greatest of all nations of our continent fully engaged in the defense of common causes, rendered the center of our concern by geographical imperatives.

A new policy known as Operation Pan America is following its course since the meeting of the Foreign Ministers called together by Secretary Dulles in September 1958. We believe this policy should be strengthened. I therefore rejoice at the action that has been undertaken, and wish to express the hope that under your able guidance a number of happy initiatives will contribute to solve difficulties that might possibly exist. It is also my hope that confidence will thereby be fortified and all our nations united in the struggle for prosperity and for the preservation of public liberties and individual freedoms.

/s/ Horácio Lafer

Rio de Janeiro
November 19, 1959

The Secretary's message is as follows:

December 1, 1959

Excellency:

Thank you for your message of November 19, 1959, congratulating me on my appointment by President Eisenhower as Chairman of the National Advisory Committee for Inter-American Affairs.

I look forward to exploring with the members of the Committee the means for making more effective our contributions toward resolving the problems of the American Continent, and toward strengthening for this purpose our participation in the cooperative economic development effort. Particularly at this time, with Operation Pan America successfully launched on its course toward accelerating economic, social and political development, the Committee has the opportunity to contribute significantly to the promotion of those objectives which we all seek. Personally, it is a privilege for me and for the Committee to participate in the common endeavor to assure that each American nation, with the assistance of its friends and neighbors complementing its own efforts, can look forward with confidence to a future of ever increasing promise.

Christian A. Herter

Colombian Republic Honors Dr. Kubitschek; President Talks on Operation Pan American

President Kubitschek at mid-month received a decoration from the Colombian government. On the occasion of the presentation by the foreign minister of Colombia, President Kubitschek delivered an address in the course of which he made the following observations concerning Operation Pan American:

In the less than two years since Operation Pan American began to assume shape, a strong and fruitful exchange of ideas among nearly all the American nations has taken place. Our language has become more objective, more charged with feeling and clothed with substance. My country has held conversations with the United States, which for a long time had become necessary, friendly conversations, at times with some ardor, but the end results of which have invariably been to dispel suspicion and to hinder the development of an area of coldness and indifference, which might expand and cover over the numerous positive aspects of our past common achievements, forged in indestructible friendship.

The holding of such conversations had to be of benefit in defining our points of view upon Inter-American relations in general and in the struggle for development of this continent. To make Operation Pan American really fruitful, it must not detach itself from the influence of men who are dedicated to the things of the spirit, of those who mold opinions of intellectuals and creative artists, of the university professors and of those with the task of developing spiritually the rising generation. Our development plans include effective measures to protect children, whom we shall not allow to die abandoned to indifference or to grow up in conditions at once sorrowful and terribly threatening to the peace of the world.

Dr. Clodomir Leite Is Back in Brazil

The Director General of Labor Ministry Did a Broadcast Over Station W-R-U-L

(*From Page* 3)

Telegram to Station

Dr. Clodomir Leite sent the following telegram to the radio station:

"As I return to Brazil after a pleasant and profitable stay in the United States I wish to thank you for the excellent coverage your station gave to my visit. I well know of the cooperation you have given the Brazilian Government Trade Bureau through the years in broadcasting news to Brazil and am convinced that this is one of the links in the traditional ties of friendship between our two countries. Cordially. (Signed) Clodomir Leite, Director General of the Department of Industry and Commerce of Brazil."

In 1957 when the station expanded its radio service to Brazil, it was His Excellency Ambassador Ernani do Amaral Peixoto who inaugurated that service with a statement pointing up the importance of the communication of ideas between peoples, nations and the Continents of the Western Hemisphere and that it was his opinion the new programs would play a decisive role in contributing to the understanding and friendship of the people of the United States and Brazil.

OPPORTUNITIES IN BRAZILIAN TRADE

The Brazilian Government Trade Bureau has received the following inquiries from businessmen in Brazil, who desire to export or import the products listed below. These inquiries are published as received and no representation is made as to standings of listed firms. We suggest that the parties interested write directly to these firms, via airmail, as well as to this office, at 551 Fifth Avenue, New York 17, N. Y

BUYERS WANTED

SPORTING GOODS (basketballs, volley balls, footballs, etc.)—Fabrica de Bolas "Patente", Caixa Postal 14.651 São Paulo, Brazil.

MINERAL PRODUCTS (quartz, mica, tungsten, beryl, scheelite, wolframic acid)—Flinto Matosinho, Rua Xavier de Toledo 266, sala 24, São Paulo, Brazil.

PRODUCTS IN GENERAL (especially semiprecious stones, manioc, tapioca, honey, canned pork, preserves, dried bananas, cigarettes and tobacco, footwear, leather goods, sisal rope and twine)—Silveira & Cia. Ltda., Caixa Postal 2736, Porto Alegre, RS, Brazil.

CUTLERY — Metalúrgica Abramo Eberle S.A., Caixa Postal 41, Caxias do Sul, RS, Brazil.

MINERAL SPRING WATERS — Empresa de Aguas de São Lourenço S. A., Rua São Bento 24, Rio de Janeiro, Brazil.

HEARTS OF PALM—L. A. da Silva, 33 West 53rd Street, New York 19, N. Y.

BEESWAX, HIDES — Arthur Lange, Filhos & Cia. Ltda., Caixa Postal 468, Pelotas, RS, Brazil. Cable Address: "Lange."

CAMERAS—N. G. Lima, Caixa Postal 16006, São Paulo, Brazil.

SISAL PRODUCTS (rope, cord, twine, rugs, etc.)—Fiação Brasileira de Sisal S. A., Caixa Postal 2, João Pessoa, Paraíba, Brazil.

HYPODERMIC NEEDLES — Equipamentos Gerais Ltda., Av. Nilo Peçanha 155—sala 616, Rio de Janeiro, Brazil.

JABORANDI LEAVES—Lago & Cia., Rua Pirandú 904, Teresina, Piauí, Brazil.

FRUIT MARMALADES (guava, banana, quince and other Brazilian fruits)—Bernardino Ferreira de Mattos, Av. Rio Branco 277, Grupo 506, Rio de Janeiro, Brazil.

STAINED GLASS (modern or medieval styles designed by skilled craftsmen) — Vitrais Conrado Sorgenicht S. A., Rua Clodomiro Amazonas 1132, São Paulo, Brazil.

"TRADE OPPORTUNITIES"

for American firms

The Brazilian Government Trade Bureau also accepts advertisements from U.S. firms wishing to reach interested parties in Brazil in its weekly "BOLETIM AMERICANO", in Portuguese, widely distributed in Brazil. U.S. firms wishing to import Brazilian products and desiring to use these facilities are invited to write to: Brazilian Government Trade Bureau, 551 Fifth Avenue, New York, New York.

PIASSAVA, SKINS, COFFEE—Deraldo Silva & Cia. Ltda., Caixa Postal 219, Salvador, Bahia, Brazil. Cable Address: "Alvorada."

LAND & REAL ESTATE

RANCH IN BAHIA — Located in the interior of the state, there are 19.284 acres for sale. It is near railroads, has two rivers passing through property, mineral deposits and good climate. Gustavo Procopio Ferreira, Rua Santa Clara 110 — Apto. 402, Copacabana, Rio de Janeiro, Brazil.

RANCH IN MINAS GERAIS — Around 45.000 acres offered in northwestern part of state (70 kilometers from Brasilia). Land is flat; climate mild, being 3.000 feet above sea level. A 25-square-mile lake, a steam-driven sawmill and stands of hardwood trees (15% of the area) are found on the property. Price: US$500.000. Paulo Meira Camacho Crespo, a/c Atos Cambraia Campos, Av. Contorno 6929, Belo Horizonte, Brazil.

LAND IN MATO GROSSO—Selling at $3 to $10 per acre, this land is suitable for farming and ranching. Mr. Pereira, Av. São João 288, São Paulo, Brazil.

LAND IN MATO GROSSO — Virgin tracts in central and northern parts of state. Suitable for farming and cattle raising. Price: 50 cents and up per acre. Beldiz International Corp., 25 Beaver Street, New York 4, N. Y.

REAL ESTATE IN GENERAL—Having large holdings in São Paulo, Rio and other parts of Brazil, this company desires to enter business relations with real estate brokers and investment companies to discuss placing their properties and funds on the U. S. market. They request that parties contacting them be specific as to their interest. SIMRA-USRE, Caixa Postal 4730, São Paulo, Brazil.

LAND IN MATO GROSSO—Covering 54.362 acres, this land is suitable for cattle raising, agriculture and diamond prospecting. D. A. Da Silva, East End Hotel, 541 East 78th Street, New York 21, N. Y.

SHRIMP & PRESERVED FRUIT FACTORY—Palhano, c/o Irmãos Carvalho, Rua Florencio de Abreu 848, São Paulo, Brazil. Cable Address: "Betha."

LAND NEAR BRASILIA — Tracts from 20 to 200.000 acres. M. E. Bogle, 527 Ogden Street, San Antonio, Texas.

LAND—25 to 1 million acres for sale in all parts of Brazil. Buyers and responsible agents sought. Terms given. Pan-Americana de Terras e Desenvolvimento no Brasil, Rua 7 de Abril 127, And. 9, São Paulo, Brazil.

REPRESENTATIVES

Will act as sole representative for producers or exporters of caustic soda and potash. Twedberg, Kleppe S. A., Caixa Postal 2999, São Paulo, Brazil. Cable Address: "Twekle."

Will represent in Brazil exporters of peas, chick peas, lentils, unhulled oats and caustic soda. Silva Ditolvo Ltda., Av. Senador Queiroz 312—sala 504, São Paulo, Brazil.

Will represent manufacturers of heavy equipment and machinery, medical equipment and checkwriters. Equipamentos Gerais Ltda., Av. Nilo Peçanha 155—Sala 616, Rio de Janeiro, Brazil.

Will represent manufacturers of chemicals, tar, barilla, plastics, metalic oxides, borax, etc. Will also serve as buyer for Brazilian products such as leather goods, woods, fruits. Venidiex Representações Ltda., Caixa Postal 1758, São Paulo, Brazil.

MISCELLANEOUS

TRANSLATION SERVICE — Portuguese-English, English-Portuguese. Fifth Avenue Translation Bureau, 505 Fifth Avenue, New York, N. Y. Telephone: MUrray Hill 7-5481.

CONTROLLERS & SUPERINTENDENTS—Merchandise and cargo inspection, weighing and sampling in Brazilian ports. Supervisora Brasileira de Mercadorias e Cargas Ltda., Rua Braz Cubas 3 & 9, Sala 10, And. 10, Santos, Brazil. Cable Address: "Exactcontrol."

"BRAZILIAN TRADE NEWS" — The International Air Edition of this weekly publication in English contains information on economy, finance, commerce and industry in Brazil as it affects foreign business. Sample copies and subscription rates available from: Editorial Zenith Ltda., International Department, Caixa Postal 1147, Rio de Janeiro, Brazil.

PUBLICITY—Photos and photo stories will be accepted for photographic library in Brazil. Stock pictures supplied for advertising, editorial and other uses. Repositorio Fotografico, Fidelitas Publicidade & Propaganda, Ltda., Caixa Postal 4730, São Paulo, Brazil.

PERSONNEL — Wanted: a Portuguese translator-clerk to assist in translation of English text into Portuguese. Mr. H. B. Shawl, Caterpillar Americas Co., Sales Dept., Peoria, Illinois.

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